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Sun-Ripened Seeds

1929

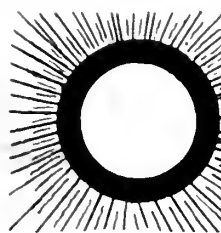
California Grown Nationally Known Flower Seeds

FRASER & SON
Pasadena, Calif.

To Our Flower Loving Friends

WE SPECIALIZE chiefly in the growing and improving of flower seed strains which have become nationally known to a million visitors at the Busch Gardens. It was through the admiration of, and the many requests for seed from these flowers, that R. G. Fraser first conceived the idea of placing in the hands of all flower lovers, the seeds of such varieties as would be easy of culture, and which could be adapted to any garden anywhere. In his selection, he also took into consideration, their value for mass and color effects and their use as cut flowers. Many of them are the old fashioned flowers in highly improved forms of varieties such as, *dahlias from seed*, zinnias, asters, petunias, stocks, snapdragons, calendulas, marigolds, sweet peas, poppies and California wild flowers.

We are the originators of "SUN RIPENED FLOWER SEEDS," so-called because of the favorable seed ripening weather of sunny Southern California. The length of our ripening season, insures well developed and *fully matured flower seeds*. To guarantee the genuine quality of our flower seeds, we sell them only in packets, bearing our trade mark:



SUN RIPENED SEEDS

Trade Mark

We sell our flower seeds DIRECT TO YOU not having any distributors or dealers. In this way, we can guarantee to you fresh and vigorous *Sun Ripened Seeds*. In this way we are also able to deliver to you our *genuine* flower seed in attractive collections at very reasonable prices.

ORDER EARLY—DO IT NOW—

You will avoid possible delay due to the usual Spring Rush and you will be sure to receive the varieties you have selected. Our large stock of *Sun Ripened Flower Seeds* is ample to take care of a normal season's business but we have no way of telling just what varieties our customers are going to order.

HOW TO ORDER—You will assist us in making prompt and satisfactory delivery on your orders by signing your name and full address on every letter and order you send us. Be sure and order by correct catalog number to eliminate mistakes. Remit at our risk by money order, draft, or check. Use registered letter when sending currency. The prices quoted in our catalog guarantee free and safe delivery to any part of the United States, Canada and Mexico.

One of Our Many Unsolicited Testimonials. From Chanute, Kansas.

Chanute, Kansas, March 5, 1928.

Fraser & Son,
1000 E. Colorado St.,
Pasadena, Calif.

Dear Sirs:—

Please send me 1 package of your best Salmon Pink Zinnia Seed and 2 of your best mixed.

I want the largest and best you have, as 5 years ago I bought seed of you at Blackwell, Okla., and the flowers looked like big chrysanthemums. Each year since I have tried to get the same grade of seed from our regular seed houses; they claim it is California-grown, but I have never had any to equal yours.

I also want 2 pkgs. of choice double Petunia seed, so if you have as good Petunia seed as Zinnia send it too.

If you will please send them C.O.D., as I do not have your catalogue and can't remember your prices, but I think it was 50¢ or \$1.00 per pkg. I would not want to pay over \$1.00 per pkg., but I want the best grade you have even if less seed, as 5 years ago I had Zinnias 8 to 10 in. across. Thanking you.

(Name and address furnished on request)

OUR GUARANTEE

We send out only vigorous, well matured *Sun Ripened Seeds*. We will guarantee their vitality providing you will carefully follow our cultural notes printed on every seed packet. We will refund not to exceed the purchase price on any of our specialties that do not show a fair germination within thirty days or less of planting, provided, however, that we are notified of such failure within a reasonable time.

Weather conditions, soil, and cultivation, have a large bearing on the successful growing of plants and must be taken into consideration. It is therefore agreed that Fraser & Son, shall in no case, be liable for more than the actual amount paid for seeds.

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

1929 Presentation

We take pleasure in presenting our annual catalogue for the ensuing year, containing several new flower seed specialties, which we are offering for the first time. Our catalogue again brings to you the opportunity to procure seed specialties of rare flower strains that were originally grown in the famous Busch Gardens of Pasadena, California.

More than a quarter of a century ago, R. G. Fraser, the creator of the famous Busch Gardens and founder of this firm, began improving floral gems by his gifted power of selection. The Busch Gardens, through means of unlimited funds, afforded R. G. Fraser the opportunity to procure the finest flower seeds from all parts of the world.

From these were selected the individual parents, that by isolation and selection, developed the purity of strains which became the standard of excellence that we have for many years sold as "original seed grown in the Busch Gardens."

Our effort to maintain this high standard of seed production and the ever increasing demand for our flower seed specialties, have resulted in our "Mission Gardens," within the shadows of the old "San Gabriel Mission." That we have maintained a high standard of seed production, is evidenced in the many unsolicited testimonials received.



R. G. FRASER, Founder

R. G. FRASER, founder of FRASER & SON and creator of the famous BUSCH GARDENS. is recognized as one of California's foremost authorities on flower culture.



D. G. FRASER, Manager

D. G. FRASER, a close student under his father during his entire life, and for years in charge of experimental work in the BUSCH GARDENS.



O. D. ARP, Assistant Manager

O. D. ARP, who as park engineer and landscape architect has devoted many years of his life to the culture and display of fine flowers in garden and landscape, gained his early experience in the BUSCH GARDENS.



California Grown — Nationally Known — Flower Seeds

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

Improved Zinnias

GIANT CALIFORNIA (*Mammoth flowered type*)



FRASER'S MAMMOTH AUTUMN GLORY

GIANTS OF THE FLORAL KINGDOM. This highly improved strain is well known throughout the United States and Canada. The flowers often attain a size of six inches or more in diameter and have a great range of color. The plants will grow to a height of three feet or more and carry their flowers on strong stems. One of the most showy flowers of the garden and valuable as a cut flower. They are as easily grown as the old fashioned zinnias of grandmother days.

The superiority of our CALIFORNIA GROWN SUN RIPENED ZINNIA SEED has been proven by the many unsolicited testimonials received.

Note: Read testimonial on inside front cover.

GIANT CALIFORNIA ZINNIAS (*Mammoth flowered type*)

We offer this wonderful strain of seed in the following selected varieties:

Mammoth Autumn Glory—No. 208—A large buff bloom tinted with bronze and lavender, flowers have beautiful reflexed overlapping petals. Extra fine stems and foliage, a wonderfully soft shade. Per pkt. 50c

Mammoth Orange King—No. 210—A beautiful deep orange shade. Reflexed type. Has strong stem and fine foliage. Per pkt. 50c

Mammoth Scarlet Gem—No. 211—A wonder in size and depth of color. Makes an extra fine show. Color a bright scarlet. Petals somewhat loose. Has fine dark green foliage. Per pkt. 50c

Mammoth Rose Queen—No. 215—An immense deep rose. Reflexed type. A perfect flower both in color and shape. Foliage extends well up to the flower. Carried on strong stems. Per pkt. 50c

Mammoth Pink Perfection—No. 216—Very beautiful. A delicate flesh pink. Extra fine. Strong stems and luxuriant foliage. Per pkt. 50c

Mammoth Purity—No. 220—An enormous pure white. Reflexed petals closely overlapping, having the flat appearance of a mushroom. Good stem and foliage. Per pkt. 50c

Mammoth Lemon Queen—No. 222—A large magnificent bloom of lemon-yellow color and quite fragrant. Petals loosely arranged similar to Scarlet Gem. Per pkt. 50c

Mammoth Giant Wonder Mixture—No. 223—Rich in shades of crimson, orange, scarlet and pink. Everyone who saw this mixture growing in the fields of our Mission Gardens pronounced it a wonder. Per pkt. 50c

Mammoth Pastel Shades—No. 224—This mixture is most pleasing and has won great favor with many of our friends. A wonderful range of delicate colors. Per pkt. 50c

A FEW LINES OF EVIDENCE

Blue Island, Ill., Sep. 8th, 1928.

Fraser & Son,
Pasadena, California.

Dear Friends:

I bought your special package of Giant Zinnias you so generously offered for \$1.00.

The results were perfectly marvelous. We have 150 feet of garden filled with these wonderful Zinnias, some as large as saucers, and very tall, strong plants. With this hand full of seeds we won The Trubine prize in the Amateur Garden Contest. Fourteen others here in Blue Island entered. We were the only ones to win, because of these wonderful Zinnias. We also won blue ribbon for first prize, yellow ribbon for color and arrangement of flowers, white ribbon as honorable mention in The Tinley Park Garden Flower Show. Zinnias all we entered. We hope to have some more of these seed from you next year, as we are so in love with them. They were just perfect.

Very sincerely,

(Name and address furnished on request)

Giant California Zinnia Collection Offers on Above Varieties

COLLECTION OFFER No. 231

| | | |
|-----------------------------------|-----|-------------------------|
| 1 pkt. Mammoth Autumn Glory..... | 50c | } ALL for \$1.00 |
| 1 pkt. Mammoth Orange King..... | 50c | |
| 1 pkt. Mammoth Scarlet Gem..... | 50c | |
| 1 pkt. Mammoth Rose Queen..... | 50c | |
| 1 pkt. Mammoth Pastel Shades..... | 50c | |

COLLECTION OFFER No. 232

| | | |
|--|-----|-------------------------|
| 1 pkt. Mammoth Pink Perfection..... | 50c | } ALL for \$1.00 |
| 1 pkt. Mammoth Purity..... | 50c | |
| 1 pkt. Mammoth Scarlet Gem..... | 50c | |
| 1 pkt. Mammoth Lemon Queen..... | 50c | |
| 1 pkt. Mammoth Giant Wonder Mixture..... | 50c | |

SEE PAGE SIX FOR OUR SPECIAL COLLECTION OFFER ON OUR LATEST NOVELTY, A NEW CALIFORNIA MISSION ZINNIA, "THE AMERICAN LEGION."

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

Improved Zinnias

CALIFORNIA MISSION (*Balloon flowered type*)

Our improved strain needs no introduction. Similar in habit of growth and size to the Giant California Zinnia, excepting the flower which is semi-globular in shape and very double. Unusually free bloomers. Our seed this year was gathered from the finest parent plants we have ever grown.

See opposite page for varieties and collection offer.



A SINGLE BLOCK OF MISSION PALE MOON ZINNIAS

NOTE THE SIZE OF THE FLOWERS. Each variety is grown in an isolated block and carefully rogued throughout the growing season to produce a high degree of purity and quality as to size, form and color.

See page six for special collection offer on our latest novelty Zinnia, "The American Legion."



California Grown — Nationally Known — Flower Seeds

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

CALIFORNIA MISSION ZINNIA (*Balloon flowered type*)

These grand old garden favorites are the old fashioned Zinnias of grandmother days, brought to a high state of perfection.

Mission Crimson—No. 165—A beautiful bright crimson. Very rich in color. The flower has a fully rounded top of the semi-globular shape which characterizes our balloon flowered group. Per pkt. 50c

Mission Golden Trophy—No. 166—A magnificent canary yellow, perfect in shape. Good for exhibition purposes. Fine for cutting. Per pkt. 50c

Mission Orange—No. 170—A striking deep orange. Very rich in color. This variety is one of the best all purpose zinnias in the group. Per Pkt. 50c

Mission Purple Prince—No. 172—A large purple bloom. Very distinctive in color. A shade that is not commonly known, but we consider it a winner in form, size and color. Per pkt. 50c

Mission Lavender Princess—No. 177—Deep lavender in color. A large flower, very full and perfect in form. Borne on splendid stems. A wonderful keeper as a cut flower. Per pkt. 50c

Mission Pale Moon—No. 179—A large flower of unusually fine form in a lovely sulphur yellow shade. It is slightly lower in growth and fine for foreground planting. Per pkt. 50c

Mission Scarlet Beauty—No. 181—A gorgeous scarlet. Splendid for mass planting. A very fine bloomer and a fine cut flower. A good all purpose zinnia. Per pkt. 50c

Mission Salmon Rose Shades—No. 183—A fine selection of salmon and rose shades. Covering a range of colors from the most delicate salmon pink to brilliant rose shades. Per pkt. 50c

Mission Grand Mixture—No. 184—A selected mixture of the more brilliant colors of this group. Very effective for mass planting or planting in the distance. Per Pkt. 50c

ZINNIAS ARE EASILY GROWN. There is no flower of the garden that will pay a larger dividend for the small amount of care required. They love an open sunny location and will do well in any ordinary garden soil. They will bloom from July to frost. You may start them in hot beds during March or sow in a cold frame in April, or sow them in the open ground in May. When sowing in hot bed or cold frame, prepare seed bed or box with a light, loamy garden soil for best results. Sow thin and cover about $\frac{1}{4}$ inch. Firm gently. Keep seed bed moist (not wet). Zinnias transplant readily. Plant 12 to 18 inches apart, or if sown in the open, thin them to the same distances. In California and southern states, excellent results may be had by sowing in the open as late as July.

Wonderful results in Extra Giant flower will be your reward for a little special care such as disbudding or cutting out a large part of the side shoots, plenty of cultivation and adding well rotted manure or a good fertilizer after the plants are well established in the garden.

California Mission Zinnia Collection Offers on Above Varieties

COLLECTION OFFER No. 190

| | | |
|--|-----|---|
| 1 pkt. Mission Crimson | 50c | } ALL for \$1.00 |
| 1 pkt. Mission Golden Trophy | 50c | |
| 1 pkt. Mission Orange | 50c | |
| 1 pkt. Mission Purple Prince | 50c | |
| 1 pkt. Mission Salmon Rose Shades..... | 50c | |

COLLECTION OFFER No. 191

| | | |
|---------------------------------------|-----|---|
| 1 pkt. Mission Lavender Princess..... | 50c | } ALL for \$1.00 |
| 1 pkt. Mission Pale Moon | 50c | |
| 1 pkt. Mission Orange | 50c | |
| 1 pkt. Mission Scarlet Beauty | 50c | |
| 1 pkt. Mission Grand Mixture | 50c | |

Fraser & Son,
Gentlemen:

South Bend, Ind., Oct. 13, 1928.

From seeds of your Balloon Zinnias given to me by a friend, I've just taken a first prize at a local show and surely say that they are "Balloons". Please send me a copy of your catalog.
Very truly,

(Name and address furnished on request)

See next page for special collection offer on our latest novelty Zinnia, "The American Legion."

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA



A GRAND NOVELTY—
INTRODUCING OUR NEW CALIFORNIA MISSION ZINNIA.

“THE AMERICAN LEGION”

This Mission Zinnia—No. 200—is a very beautiful red, and shows its color clear through the flower. Does not show burn. The flowers are well rounded and borne on wonderful stems. One of the showiest of all zinnias.

Per pkt. \$1.00

SPECIAL COLLECTION OFFER

With every order for \$5.00 we will include, without charge, either one \$1.00 packet of the “MISSION AMERICAN LEGION” ZINNIA No. 200, or a \$1.00 packet of the AUSTRALIAN GIANT MARIGOLD No. 400. (See page 15.)

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

CALIFORNIA WILDFLOWERS



TIDY TIPS



WILD SNAPDRAGONS

Our **CALIFORNIA WILDFLOWER SEED FORMULAS** will grow anywhere in the United States and Canada with the most ordinary kind of care. They have been proportioned to produce a succession of bloom over a period of several months. California wildflowers are especially adapted to beds and areas that receive little or no care or some unused corner. They will do equally well in shrubby borders, along wooded walks, or in sections of the garden set aside for wild or natural plantings. Plant our California Wildflower Formulas and have a bit of California charm in your own garden. You will find them delightfully different.

Wildflower Formula—No. 11— California Poppies in six selected colors.

Per pkt. 50c

Wildflower Formula—No. 22— California wildflowers in a general mixture of 12 choice varieties.

Per pkt. 50c

Wildflower Formula—No. 33— Six selected varieties for sowing in partly shaded areas.

Per pkt. 50c

Wildflower Formula—No. 44— A beautiful blend in orange, yellow and cream shades.

Per pkt. 50c

Wildflower Formula—No. 55— A mixture in blue, purple and lavender colors.

Per pkt. 50c

COLLECTION OFFER No. 60

A novel collection containing one packet of each of above formulas, for\$1.00



LUPINE, ONE OF CALIFORNIA WILDFLOWERS

OUR CALIFORNIA WILDFLOWER FORMULAS are superior mixtures of the more hardy sorts of native California wildflowers. They contain wild Snapdragons, Lupines, Baby Blue Eyes, Tidy Tips, Wild Heliotrope, California Poppies, Blue Gilia, Godetias, Blue Bells, Buttercups, Blazing Stars and others. Our California friends will find our novel collection an ideal gift to their friends in the eastern states. (Cultural notes on each packet.)

CULTURAL NOTES—Cultivate and prepare ground in ordinary manner and rake the surface as smooth and fine as possible. Seed bed should be firm. Sow seed broadcast (for easy sowing and even distribution mix seed at the rate of a spoonful to a quart of dry sand), then rake in very lightly with a fine rake. Just before a rain is a good time to sow. Will benefit by frequent watering in a dry year. In the East, sow in the spring after danger of frost is over. In California, sow from October to February.

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

DAHLIAS *from Seed*

PRIZE
WINNING
GIANTS

GIANT
AMERICAN BEAUTY
DAHLIAS

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

DAHLIAS *From Seed*



AMERICAN
BEAUTY
SEEDLING

DECORATIVE
TYPE

OUR EARLY FLOWERING DAHLIA SEED IS GROWN AND SELECTED FROM PROPAGATED CUTTINGS TAKEN FROM PRIZE WINNING PARENTS. This method of growing Dahlia Seed, as originally practiced in the Busch Gardens by R. G. Fraser, has developed the phenomenal strains which we offer below.

American Beauty Strain (Decorative Type) No. 250—Enormous blooms. Floral rays rather flat and loosely arranged. Has a wonderful range of gorgeous colors. You can expect new novelties from this seed.

100 seeds for \$1.00

California Beauty Strain (Show Type) No. 262—Large double flowers globular in shape. Floral rays more or less quilled. Many colors. Excellent for cut flowers.

100 seeds for 75c

Pacific Beauty Strain No. 270—A mixture of unnamed novelties. This mixture contains many marvelous shades.

100 seeds for 75c

COLLECTION OFFER No. 275—One packet (100 seeds) of each of the above strains for\$2.00

YOU CAN GROW PRIZE WINNING GIANTS THE FIRST

SEASON by planting our Sun Ripened Dahlia Seed. They are as easily grown as zinnias. Use the same directions for sowing seed as given for zinnias (see page 5). When sown in

hot bed or cold frame, transplant to open ground in May or after danger of frost. Plant from 18 to 30 inches apart in sunny location. For large flowers, plant in rich, well-drained garden soil. Use bone meal fertilizer and plenty of water when plants set bud. Good cultivation important. In California and southern states, dahlia seed may be sown in the open as late as June.

Plant Dahlias from seed and enjoy growing your own novelties.

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA



RAINBOW ASTERS (Shasta Daisy Flowered)

OUR SHASTA DAISY FLOWERED RAINBOW ASTERS ARE AN IMPROVED STRAIN OF THE WELL KNOWN SINGLE ASTER AND ORIGINATED IN CALIFORNIA. THE DELICATE BEAUTY OF THE LARGE DAISY-LIKE FLOWERS DEFIES DESCRIPTION. THEY COME IN MOST BEAUTIFUL COLORS AND SHADES. THE FLOWERS ARE MUCH LARGER THAN THE ORDINARY SINGLE ASTER. THEY ARE CARRIED ON GOOD STEMS AND ARE EXCELLENT FOR CUTTING. THIS ASTER IS A MOST CHARMING AND GRACEFUL PLANT AND IS WORTHY OF SPACE IN ANY GARDEN. IT WILL DO WELL ANYWHERE THAT ASTERS WILL GROW.

See planting directions for asters on opposite page.

Rainbow Pink—No. 290—A delicate flesh pink. The flowers are the size of large Shasta Daisies. Per pkt. 25c

Rainbow Carmine—No. 291—Same in color as the American Beauty Rose. Per pkt. 25c

Rainbow Lavender—No. 292—A beautiful clear lavender of remarkable size. Per pkt. 25c

Rainbow Crimson—No. 293—An excellent crimson shaded to scarlet, the brightest color in this aster. Per pkt. 25c

Rainbow Rose—No. 294—Deep rose pink. A magnificent flower. Fine for basket decoration. Per pkt. 25c

Rainbow White—No. 298—A very large pure white. The best all purpose flower in this type. Blends beautifully with any of the above colors. Per pkt. 25c

Rainbow Blend—No. 299—A fine mixture of selected rainbow colors. Large pkt. 50c

COLLECTION OFFER No. 300

| | |
|-------------------------|--------|
| 1 pkt. Rainbow Pink | ...25c |
| 1 pkt. Rainbow Carmine | ...25c |
| 1 pkt. Rainbow Lavender | ...25c |
| 1 pkt. Rainbow Crimson | ...25c |
| 1 pkt. Rainbow Rose | ...25c |
| 1 pkt. Rainbow White | ...25c |

**ALL
for
\$1.00**

Fraser's Plume Asters

FRASER'S PLUME ASTER is an improved strain of the "Ostrich Feather" type. Grows 2 to 2½ feet. Large chrysanthemum-like flowers. Graceful, feathery petals. In six beautiful colors.

| | |
|--|----------------|
| Fraser's Crimson—No. 141—Rose crimson..... | per pkt. 25c |
| Fraser's Rose—No. 142—A bright rose..... | per pkt. 25c |
| Fraser's Pink—No. 143—Soft shell pink..... | per pkt. 25c |
| Fraser's White—No. 144—Large pure white..... | per pkt. 25c |
| Fraser's Lavender—No. 145—Lavender blue..... | per pkt. 25c |
| Fraser's Purple—No. 146—Violet purple..... | per pkt. 25c |
| Fraser's Plume Mixture—No. 149..... | large pkt. 50c |

COLLECTION OFFER No. 150—One pkt. of each of the six separate colors for.....\$1.00

California Giant Asters

THIS NEW GIANT, recently introduced, is a non-lateral-branching type. Plants grow three feet or more. Enormous flowers on strong 1½ to 2 feet stems. In six lovely colors.

| | |
|--|----------------|
| Giant Blue—No. 310—Clear azure blue..... | per pkt. 25c |
| Giant Pink—No. 311—Delicate shaded pink..... | per pkt. 25c |
| Giant Purple—No. 312—A rich purple..... | per pkt. 25c |
| Giant White—No. 313—A snow white..... | per pkt. 25c |
| Giant Rose—No. 314—A deep rich rose..... | per pkt. 25c |
| Giant Mixture No. 319..... | large pkt. 50c |

COLLECTION OFFER No. 320—One pkt. of each of the five separate colors for.....\$1.00

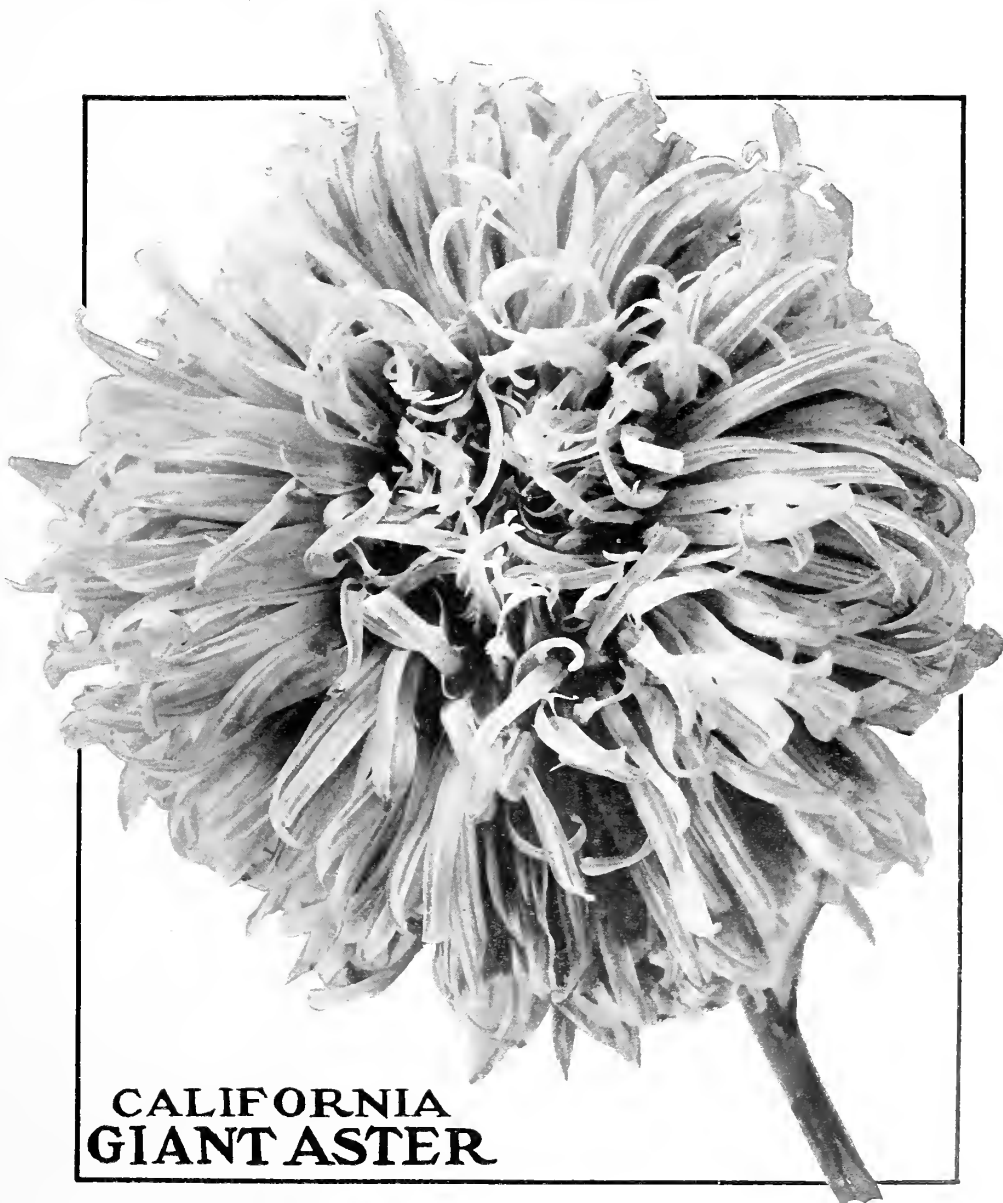
ASTER

THE QUEEN OF ANNUALS

One of the most popular annuals of the garden. Asters are easy of culture and have a long blooming period. They make wonderful cut flowers and are most useful as bedding plants. The improved strains which we offer stand supreme in this class. FRASER'S PLUME ASTER is an early branching type with unusually long flower stems. The flowers have long graceful feathery petals and are like large chrysanthemums in form, often reaching five to six inches across. A continuous bloomer. The CALIFORNIA GIANT ASTER is a non-lateral-branching type, growing somewhat taller than Fraser's Plume. The enormous flowers are borne on stems 1½ to 2 feet long. The petals are beautifully curled and interlaced. A grand cut flower.

HOW TO GROW ASTERS

Sow the seed in shallow boxes or flats, using a light loamy garden soil. Sow thin and cover about ¼ inch thick. Firm gently. Keep seed bed moist (not wet). Keep seed boxes in the house or a hot bed in March or a cold frame in April. Transplant seedlings into boxes or pots. Keep in cold frame until after danger of frost. Then transplant to their permanent location in the garden. Plant 10 to 18 inches apart. Asters may be sown in seed boxes in March, April or May, and may also be sown in the open ground in May. Asters enjoy a rich, well dug soil.



**CALIFORNIA
GIANT ASTER**

STOCKS (Giant Improved)

Stocks hold a most prominent position in any garden. Will grow anywhere. They are free flowering hardy annuals invaluable for bedding, pot culture and home decoration and easy to grow. Stocks are both summer and winter flowering, producing a profusion of fragrant flowers over a long period. Our California Grown Sun Ripened Seed has no rival. It will produce a very large percentage of double flowers.



Giant Imperial Stocks

EARLY GIANT IMPERIAL

(Double Flowered Stock)

A wonderful new strain valuable for both summer and winter flowering. A robust, heavily branched plant growing 2 to 2½ feet. Large double flowers, profusely borne on strong spikes and very fragrant. Sow in February, March or April for summer flowering and in July and August for winter flowering. (See cultural notes on bottom of this page.)

Giant Imperial Blue—No. 710—Beautiful dark blue. Per pkt. 25c

Giant Imperial Red—No. 711—A fiery blood red. Per pkt. 25c

Giant Imperial Pink—No. 712—A beautiful light pink. Per pkt. 25c

Giant Imperial Rose—No. 713—Perfect deep rose pink. Per pkt. 25c

Giant Imperial Lavender—No. 714—Pure in color. Very fragrant. Per pkt. 25c

Giant Imperial Golden Rose—No. 715—A novelty. Light golden rose in color. Per pkt. 50c

COLLECTION OFFER No. 719

Your choice of any three of the 25c packets listed above, for50c

COLLECTION OFFER No. 720

| | | |
|----------------|----------|------------------------|
| Packet No. 710 |25c | } ALL for \$1.00 |
| Packet No. 711 |25c | |
| Packet No. 712 |25c | |
| Packet No. 713 |25c | |
| Packet No. 714 |25c | |
| Packet No. 715 |50c | |

CULTURAL NOTES—For summer flowers sow in February, March and April, or in the open ground after danger of frost. Use light clean soil in seed pans or flats. Sow thin and cover about ¼ inch thick. Keep moist (not wet) and provide shading until seed is sprouted. Keep seed pans or flats in hot bed or cold frame. Transplant seedlings to boxes or small pots when about 1 inch high and protect from frost. (Do not discard the smaller seedlings as these usually produce the best double flowers.) When 2½ to 3 inches high plant out in the open ground. For winter and spring flowers in gardens of California and other states having mild winters, sow in July, August and September in boxes or the open ground. For winter flowers in greenhouse or pots in cold climates start in July and August.

Double Mammoth Beauty of Nice Stocks

FEW STOCKS PRODUCE SUCH A HIGH PERCENTAGE OF DOUBLE FLOWERS. A BEAUTIFUL EARLY TALL-GROWING VARIETY IN THE MOST DELICATE SHADES. ALTHOUGH BEAUTY OF NICE STOCKS ARE USUALLY CLASSED AS WINTER FLOWERING, THEY ARE EXCELLENT FOR SUMMER BEDDING IN MOST OF THE EASTERN STATES AND ALONG THE COAST IN THE STATES OF CALIFORNIA, OREGON AND WASHINGTON. (See cultural notes bottom of page 12.)

Beauty of Nice Flesh Pink—No. 735—
True Beauty of Nice color. Per pkt. 25c

Beauty of Nice Mixed—No. 742—Ten varieties in a choice mixture including crimson, deep rose, deep blue and buff shaded. Large pkt. 50c

Beauty of Nice Light Blue—No. 736—
Beautiful azure blue. Per pkt. 25c

Beauty of Nice Pale Violet—No. 737—
Light violet blue. Per pkt. 25c

Beauty of Nice Salmon Rose—No. 738—
Beautifully shaded in salmon rose. Per pkt. 25c

Beauty of Nice Almond Blossom—No. 739—
Very delicate shaded variety. Per pkt. 25c

Beauty of Nice Monte Carlo—No. 740—
Canary yellow. Per pkt. 25c

Beauty of Nice Mount Blanc—No. 741—
A pure white. Per pkt. 25c

COLLECTION OFFER No. 750
One each of packet Nos. 735, 736, 737, 738, 739, 740, 741 (7 in all) for.....\$1.00

FRASER'S DOUBLE EMPEROR STOCKS

(Large Winter Flowering)

A grand winter and spring flowering type for the garden in California and other states that have mild climates. Excellent for indoor culture in cold climates. (See cultural notes bottom of page 12.)

Emperor Crimson—No. 610—A very fine crimson, height 24 inches. Per pkt. 25c

Emperor Rose—No. 611—Beautiful soft rose. Height 24 inches. Per pkt. 25c

Emperor White—No. 614—A large pure white. Height 15 inches. Per pkt. 50c

Emperor Carmine—No. 615—Bright carmine rose. Height 15 inches. Per pkt. 50c

COLLECTION OFFER No. 620
One packet of each of the above 4 colors for\$1.00



Mammoth Beauty of Nice Stocks

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA



PETUNIAS

(Mammoth Flowered Types)

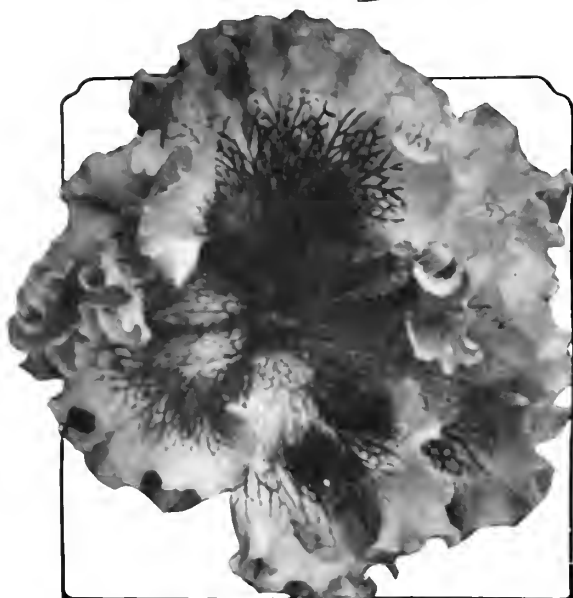
The most magnificent type of all petunias. The improved strains which we offer are a striking departure from the old fashioned sorts. The mammoth deep throated single flowers are beautifully fringed, ruffled and frilled and come in indescribable colors and markings often reaching 5 inches across.

Frilled Giants—No. 580—New novelties. Immense single flowers in crimson, scarlet, carmine, white and pink shades. Deep colored throats ranging from golden to maroon. Beautifully fringed edges.
Per pkt. 50c

California Giants—No. 585—The largest of all single petunias. A special strain of marvelous shades. Deep wide open throats. Petals waved and frilled. Beautifully veined.
Per pkt. 50c

Ruffled Giants—No. 590—Very choice. Flowers beautifully ruffled and frilled of heavy texture. Ruffles often overlap, giving appearance of a double flower. Most pleasing colors.
Per pkt. 50c

Dwarf Giants—No. 595—New. Enormous flowers of the ruffled and fringed type. Beautifully blotched and veined, plants dwarf.
(See photograph at bottom of page.)
Per pkt. \$1.00



CALIF. RUFFLED GIANT PETUNIA

PETUNIA CULTURE—Prepare soil for seed bed by mixing 2 parts good light clean soil or leaf mold with 1 part sand. Use no fertilizer. Sift through fine screen. Put this mixture into seed pans or flats and press down firmly and evenly within 1 inch of top. Water thoroughly. Allow soaked soil to drain well. Then sprinkle seed evenly on this surface. Press seed lightly with a flat block of wood and barely cover with a light sifting of sand. Dust new sown seed bed lightly with fine charcoal or sulphur to prevent fungi and damping off. Keep seed bed moist (not wet) by lightly sprinkling with a very fine spray and only when necessary. Cover pans or flats with a pane of glass and protect from sun by shading with paper. Seed pans or flats should be kept in a warm location (about 60 degrees) and well ventilated during germination period. They will sprout in about 10 days.

When the seedlings have developed 4 or 5 leaves, transplant into small pots or flats and keep in a hot bed, cold frame or outside if danger of frost is over. Save all the weakest looking plants as they usually develop the finest flowers. When 2 or 3 inches high, transplant into larger pots or into the garden. In eastern states petunia seed may be sown from February to May. In California to June. Handle your petunia seed packets carefully, as the seed is very fine and quite expensive.

COLLECTION OFFER No. 600

| | | |
|--------------------------------------|--------|---------------------------------|
| 1 packet Frilled Giants | 50c | } ALL for \$2.00 |
| 1 packet California Giants | 50c | |
| 1 packet Ruffled Giants | 50c | |
| 1 packet Dwarf Giants | \$1.00 | |



DWARF CALIFORNIA PETUNIA *(Mammoth Flowers)*



California Grown — Nationally Known — Flower Seeds

MARIGOLDS

MARIGOLDS HAVE AN IMPORTANT PLACE IN EVERY GARDEN. THE FINELY CUT BRIGHT GREEN FOLIAGE IN BOTH TALL AND DWARF VARIETIES AND THEIR BRILLIANT DISPLAYS OF ORANGE AND YELLOW, MAKE THEM INVALUABLE FOR MASS AND BORDER PLANTING. THE DWARF VARIETIES ARE ALSO EXCELLENT FOR GROWING IN POTS. WE OFFER ONLY SELECTED SEED OF IMPROVED STRAINS.

Marigolds have a long blooming period and are very easily grown. Seed may be sown in May where they are to grow. For early flowers, sow in hot bed in March or cold frame in April and transplant to the open ground in May. In California, marigolds may also be sown in August for late fall and early winter flowers.

IMPROVED CALENDULAS

(Pot Marigolds)

Hardy Annuals. Very showy garden plants. Particularly valuable for borders. Desirable for pot culture. Very free flowering. Will bloom continuously all summer if old and dying flowers are kept picked. Excellent as cut flowers.

Improved Orange—No. 410—A clear rich orange. Large double flowers.

Per pkt. 25c

Improved Yellow—No. 411—Large pure lemon yellow. Double flowered.

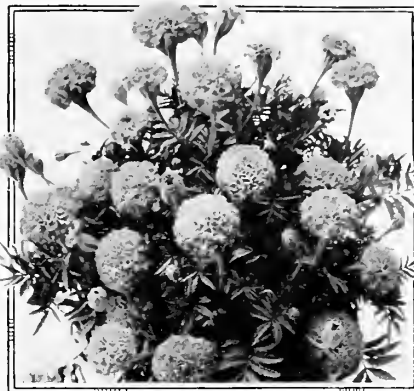
Per pkt. 25c

Golden Splendor Mixture—No. 420—In six remarkable shades ranging from deep orange to lemon yellow, and including beautifully striped varieties.

Large pkt. 50c



CALENDULAS



FRENCH MARIGOLDS

SELECTED FRENCH MARIGOLDS

Fraser's Golden Wave—No. 379—Tall French double. Beautifully striped in gold, orange and brown combination. Grows 2½ to 3 feet. Flowers often 2 inches or more across. Very striking.

Per pkt. 25c

Fraser's Parisian Wave—No. 380—Dwarf French double. A compact plant, excellent for borders or as pot plants. Velvety golden striped and mahogany brown in color. Will bloom profusely.

Per pkt. 25c

NEW GIANT AFRICAN MARIGOLDS

Giant Orange—No. 397—Enormous rich golden orange flowers of the quilled type, 4 to 5 inches across. Very globular in form. Will grow 3 feet or more high.

Per pkt. 25c

Giant Yellow—No. 398—Same as Giant Orange in size and form, but a pure lemon yellow color. Per pkt. 25c



GIANT AFRICAN MARIGOLDS

AUSTRALIAN GIANT MARIGOLD—No. 400

(Grendon Tree Marigold of Australia)

This wonderful marigold is very popular in Australia and will grow 5 to 6 feet high. The flowers are of the French marigold type in a rich brownish yellow color. Has later blooming season than other marigolds.

Special Per pkt. \$1.00

COLLECTION OFFER No. 405

Your choice of any 3 of the 25c packets on this page for.....50c

COLLECTION OFFER No. 406

One each of packet Nos. 379, 380, 397, 398, 410, 411, 420 (7 in all) for.....\$1.00

SPECIAL COLLECTION OFFER

With every order for \$5.00 we will include without charge either one \$1.00 packet of the AUSTRALIAN GIANT MARIGOLD No. 400 or a \$1.00 packet of the MISSION AMERICAN LEGION ZINNIA No. 200 (See p. 6).

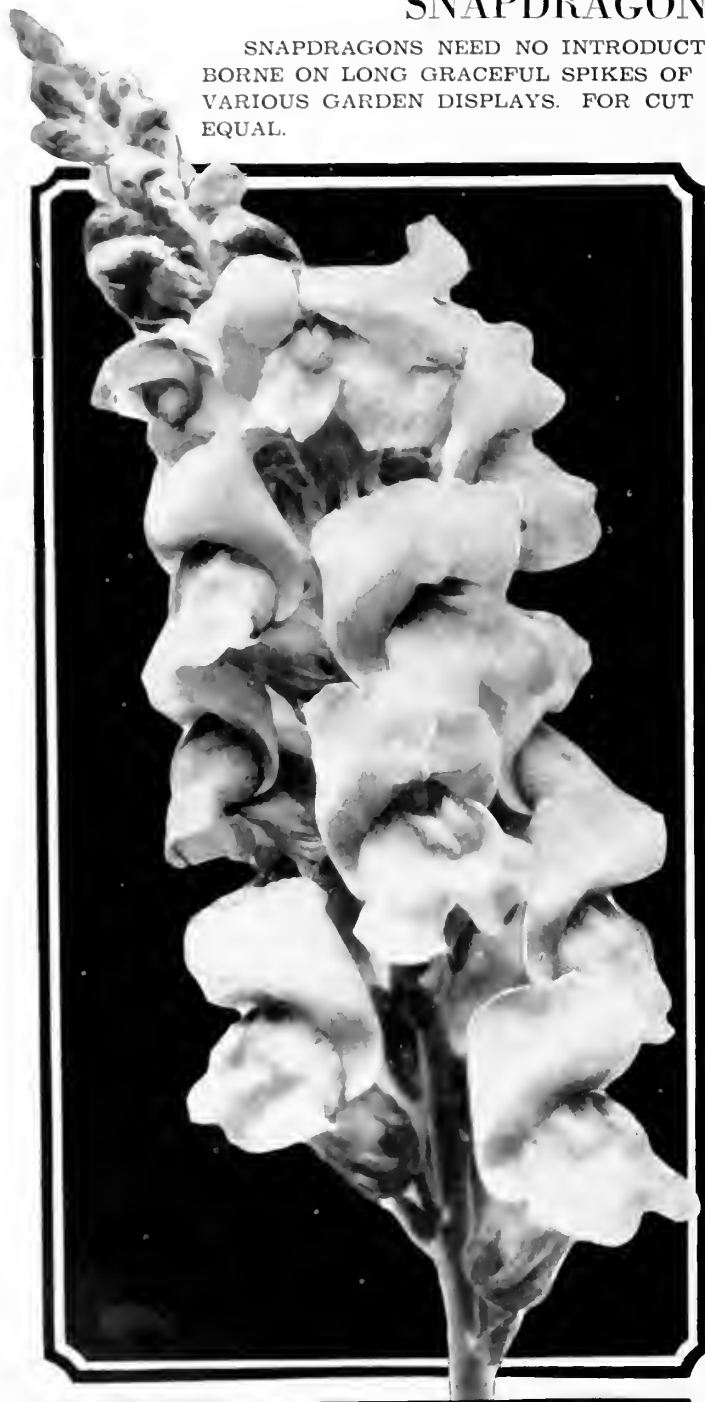
Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

SNAPDRAGONS (Antirrhinums)

SNAPDRAGONS NEED NO INTRODUCTION. THE FLOWERS COME IN GLORIOUS COLORS, BORNE ON LONG GRACEFUL SPIKES OF DIFFERENT HEIGHTS. THEY ARE EXCELLENT FOR VARIOUS GARDEN DISPLAYS. FOR CUT FLOWERS AND HOME DECORATION THEY HAVE NO EQUAL.



SNAPDRAGON
(Giant Type)

Snapdragons are free flowering and easily grown. Sow in pans or boxes (protected in hot bed or cold frame) in March and April or in the open ground in May. In California and states having mild winters, they may also be sown in the fall.

NEW GIANT SNAPDRAGONS

(*Antirrhinum Maximum*)

This wonderful new strain is superior to anything yet introduced, and will prove a revelation to those who know only the ordinary garden snapdragon. They grow to 4 feet high. The immense flowers of beautiful texture, are closely set on long graceful stems.

Giant Apple Blossom—No. 810—Soft apple blossom, pink with yellow lip and white markings. Solid spikes of magnificent flowers. Per pkt. 50c

Giant Canary Bird—No. 811—A beautiful bright canary yellow. An excellent cut flower. Per pkt. 50c

Giant Copper King—No. 812—Rich bronze scarlet, showing a rich velvety sheen. Per pkt. 50c

Giant Old Gold—No. 813—Pure golden yellow. A most effective color. Per pkt. 50c

Giant Purple King—No. 814—Deep reddish purple or garnet. A very striking color. Per pkt. 50c

Giant Snowflake—No. 815—A wonderful large cream white of soft texture. Massive spikes. Per pkt. 50c

Giant Rose—No. 816—Flowers of extraordinary size of clear rose-pink. A magnificent flower. Per pkt. 50c

COLLECTION OFFER No. 819

Your choice of any 3 of the above 50c packets for \$1.00

COLLECTION OFFER No. 820

| | |
|----------------------------------|-----|
| 1 pkt. Giant Apple Blossom | 50c |
| 1 pkt. Giant Canary Bird | 50c |
| 1 pkt. Copper King | 50c |
| 1 pkt. Old Gold | 50c |
| 1 pkt. Purple King | 50c |
| 1 pkt. Snowflake | 50c |
| 1 pkt. Giant Rose | 50c |

**ALL
for
\$2.00**

Tall Large Flowering Snapdragons

This strain will grow 2½ to 3 feet. They are excellent for bedding. The individual flowers are very large and somewhat loosely set on beautiful long spikes. Exceptionally fine for cutting. We offer a very choice selection of 6 varieties.

Tall Cardinal—No. 625—A dazzling scarlet, very rich in depth of color. Long spikes. Per pkt. 25c

Tall Coral Rose—No. 626—Beautiful shade coral rose. Per pkt. 25c

Tall Rose King—No. 629—Deep rose color clear through. One of the finest in this group. Per pkt. 25c

Tall Torchlight—No. 630—Bright orange with a yellow lip. Per pkt. 25c

Tall Snapdragons Mixed—No. 634—Containing all the above 6 colors. Large pkt. 50c

Tall Harmony—No. 627—Terra cotta orange shaded rose. Per pkt. 25c

Tall Pink Venus—No. 628—A delicate flesh pink with white marking. Per pkt. 25c

COLLECTION OFFER No. 635

| | | |
|------------------------------|-----|---------------------------------|
| 1 pkt. Tall Cardinal | 25c | } ALL for \$1.00 |
| 1 pkt. Tall Coral Rose | 25c | |
| 1 pkt. Tall Harmony | 25c | |
| 1 pkt. Tall Pink Venus | 25c | |
| 1 pkt. Tall Rose King | 25c | |
| 1 pkt. Tall Torchlight | 25c | |

MEDIUM SNAPDRAGON (Large Flowering)

This group is most valuable for bedding purposes. The plant is more compact in habit and will grow 1½ to 2 feet high. They are a very free flowering strain. The flowers are closely set on good spikes. Very popular.

Medium Pink Perfection—No. 640—Beautiful Hermosa pink suffused salmon. Per pkt. 25c

Medium Empress—No. 641—Rich velvety crimson. Brilliant shade. Per pkt. 25c

Medium Carmine Queen—No. 642—A very bright rose carmine. Per pkt. 25c

Medium Silver Pink—No. 643—A magnificent pearly pink. A clear delicate color. Per pkt. 25c

Medium Defiance—No. 644—Rich orange scarlet. Per pkt. 25c

Medium Prima Donna—No. 645—A beautiful terra cotta pink. White marking. Per pkt. 25c

Medium Snapdragon Mixed—No. 649—Containing all the above 6 colors. Large pkt. 50c

COLLECTION OFFER No. 650

| | | |
|-------------------------------------|-----|---------------------------------|
| 1 pkt. Medium Pink Perfection | 25c | } ALL for \$1.00 |
| 1 pkt. Medium Empress | 25c | |
| 1 pkt. Medium Carmine Queen | 25c | |
| 1 pkt. Medium Silver Pink | 25c | |
| 1 pkt. Medium Defiance | 25c | |
| 1 pkt. Medium Prima Donna | 25c | |



MEDIUM SNAPDRAGONS

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

SWEET PEAS

The popularity of the sweet pea has grown very rapidly since the introduction of the Spencer Type. Selection and breeding has developed marvelous varieties of larger flowers in new colors and beautiful forms borne 3 and 4 and sometimes 5 to a stem. Our climatic conditions and a long growing season are most favorable for producing vigorous seed of unusual vitality and a high percentage of germination, a fact recognized by a number of eastern seedsmen, who grow their sweet pea and other seeds in California. We offer our **SUN-RIPENED SWEET PEA SEED** in very choice selections of both the early and late flowering Spencer varieties.

Early Flowering Spencer Sweet Peas

This excellent strain of sweet peas will flower 3 to 4 weeks earlier than the Giant Type when planted at the same time. In eastern states sow seed in March and early April or as soon as ground can be prepared after frost is out. In California and states having mild winters, sow seed in August, September and October for winter and spring blooming. (See cultural directions on page 19.)



Sweet Pea—MRS. CALVIN COOLIDGE

Early Spencer Aviator—No. 515—A glowing crimson. Per pkt. 25c

Early Spencer Amethyst—No. 516—Large royal purple. Per pkt. 25c

Early Spencer Eldorado—No. 517—A new orange. Per pkt. 25c

Early Spencer Grenadier—No. 518—Brilliant scarlet. Per pkt. 25c

Early Spencer Zvolanek's Rose—No. 519—Giant rose pink. Per pkt. 25c

Early Spencer New Blue—No. 520—A beautiful deep blue. Per pkt. 50c

COLLECTION OFFER No. 525—One packet each of the above 6 brilliant colors for \$1.00

Early Spencer Sweet Lavender—No. 530—Beautiful large frilled lavender. Per pkt. 25c

Early Spencer Glitters—No. 531—Orange cerise shade. Per pkt. 25c

Early Spencer Fair Maid—No. 532—A delicate blush pink. Per pkt. 25c

Early Spencer Imperial Pink—No. 533—A large clear pink. Per pkt. 25c

Early Spencer Snowstorm—No. 534—Improved large pure white. Per pkt. 25c

Early Spencer Mrs. Calvin Coolidge—No. 535—A lovely salmon pink. Per pkt. 50c

COLLECTION OFFER No. 540—One packet each of the above 6 exquisite shades for \$1.00

Early Spencer Choice Mixed—No. 542—A perfect mixture containing all of the above 12 colors and shades. Large pkt. 50c

Giant Orchid Flowering Spencer Sweet Peas

This wonderful new strain of the Spencer Sweet Peas is a later blooming type, maturing about 3 or 4 weeks after the early flowering. The flowers are very large and often attain a 2 inch spread. They are beautifully waved and frilled and usually borne in fours. We recommend them for eastern states and along the coast of California, Oregon and Washington.

Giant Spencer Tangerine—No. 545—An
improved glowing orange. Per pkt. 25c

Giant Spencer Defiance—No. 546—Won-
derful orange scarlet. Burnless. Per pkt. 25c

Giant Spencer Warrior—No. 547—A
clear deep maroon. Per pkt. 25c

Giant Spencer Royal Purple—No. 548—
Large rich royal purple. Per pkt. 25c

Giant Spencer Fortune—No. 549—A
beautiful rich dark blue. Per pkt. 25c

Giant Spencer Pinkie—No. 550—A mag-
nificent large bright rose pink. A lovely
variety. Per pkt. 50c

COLLECTION OFFER No. 555—One
packet each of above 6 rich colors for \$1.00

Giant Spencer Heavenly Blue—No. 560—
A beautiful large delphinium blue.
Per pkt. 25c

Giant Spencer Supreme—No. 561—Soft
delicate pale pink. Per pkt. 25c

Giant Spencer Gold Crest—No. 562—
A light orange tinted with salmon.
Per pkt. 25c

Giant Spencer Wembley—No. 563—Lav-
ender shaded with pale blue. Per pkt. 25c

Giant Spencer Avalanche—No. 564—A
great glistening white. Per pkt. 25c

Giant Spencer Mary Pickford—No. 565—
Very large dainty cream pink suffused
with salmon. A lovely variety. Per pkt. 50c

COLLECTION OFFER No. 570—One
packet each of the above 6 delicate shades
for\$1.00

Giant Spencer Choice Mixed—No. 572—
A grand mixture. All of the above 12
colors and shades. Large pkt. 50c

CULTURAL DIRECTIONS—Select a rich garden soil in a sunny loca-
tion. Dig out a trench 6 inches deep by 12 to 18 inches wide and put
to one side. Fill in 2 to 3 inches of well-rotted manure and spade thor-
oughly another 12 inches deep. Then replace top soil and work in
liberal amount of bone meal 6 inches deep. Thoroughly soak with water.
When dry enough to work, open a small trench 4 inches deep. Sow seed
in bottom and cover about 1 inch. Fill in trench gradually as the plants
grow until ground is again level. Seed should be sown 1 to 2 inches
apart in the row and thinned to 6 inches, as the plants begin to crowd.
Provide wire netting support as soon as the plants show. They like
plenty of water and cultivation. After plants are up 12 inches, work
top dressing of sheep manure and bone meal into surface of soil and
water thoroughly. Repeat every three weeks.



Sweet Pea—MARY PICKFORD

Sun-Ripened Seeds

FRASER & SON

PASADENA CALIFORNIA

New Improved California Poppies

NEW LARGE FLOWERING TYPE IN WONDERFUL NEW COLORS. AN IMPROVEMENT OF THE NATIVE GOLDEN POPPY OF CALIFORNIA AND ONE OF THE MOST POPULAR ANNUALS OF THE GARDEN. SOME OF THE VARIETIES ARE BEAUTIFULLY FRILLED AND FLUTED. OTHERS ARE SINGLE TULIP SHAPED OR DOUBLE. THE LACE-LIKE SILVERY FOLIAGE IS TRULY CHARMING. CUT FLOWERS WILL LAST TWO DAYS OR MORE IF CUT IN THE EARLY MORNING WHEN BUDS ARE CLOSED.



CALIFORNIA POPPY

Poppy Scarlet Blend—No. 485—Including a new deep scarlet of the tulip flowered type.
Per pkt. 25c

Poppy Orange Blend—No. 486—Beautiful fluted and double types in rich orange.
Per pkt. 25c

Poppy Crimson Blend—No. 490—Rich crimson shades including a fluted type. Per pkt. 25c

Poppy Yellow Blend—No. 493—New fringed yellow and yellow shades. Per pkt. 25c

Poppy White Blend—No. 497—Large single and double varieties in white. Per pkt. 25c

Poppy Pink Blend—No. 499—Bright and delicate shades of pink. Per pkt. 25c

Poppy Carmine Blend—No. 504—Deep carmine shades including a lovely frilled type.
Per pkt. 25c

Poppyland Formula—No. 506—A glorious blend of 12 choice colors. Per pkt. 50c

COLLECTION OFFER No. 509

Your choice of any three of the 25c packets listed above for 50c

COLLECTION OFFER No. 510

All of the 25c packets listed above (7 blends) for \$1.00

CULTURAL NOTES—Poppies are very easy of culture and will grow in any ordinary garden soil. They should be sown where they are to bloom. They do not transplant readily. Sow in rows 18 inches apart or broadcast. Thin to 8 inches apart. In the eastern states, sow in May. In California, poppies may be sown from October to April. Keep old flowers picked for continuous bloom.

Hamilton, Ontario,
Canada
Sept. 17, 1928.

Fraser and Son,
Dear Friends-

I call you such because of the joy that has come to me and the whole of this section of Ontario, where your glorious zinnias are filling many gardens. Mine are beautiful. I gave my seeds to a friend who grew them in a hot house, after I had as many as I needed. She sold the rest to her many customers and so California is smiling in Canada and making us more neighborly. Isn't it fine?

On my table at present are some of rare and gorgeous coloring, and I thank you for your generous offer of five for one.

Sincerely yours

Fraser & Son,
E. Colo. St.,
Pasadena, Calif.,

Dear Sirs:

Please send me

5 packages zinnias
1 large package plumbe astore \$1.00
Australian Tree Marigolds 1.00

I got some of your dahlia seed last year and got one hundred and then transplanted to my garden. I planted them first in a cold frame and the largest variety of dahlias that I ever had. The prettiest fine tubers, so will not need seeds this year. They made me recommend your dahlia seeds to several of my friends, who expect to try them out this year.

Dont know what you ask for your marigolds. Dont need very many, and if you could send me a few marigolds and a prt package of your wild flower seed, I'd sure appreciate it.

Yours truly,

Knoxville, Tennessee,

Torrence Park, Ohio,
Oct. 4, 1928.

Fraser & Son,
1000 E Colorado St.,
Pasadena, California.

Gentlemen:

Last spring I ordered a package of your zinnia seed and I wonder if you would be interested to know what a beautiful display of zinnias we had.

I did not know that zinnias, without the most careful cultivation, could attain such perfection. The flowers were huge and colorings of such wide range.

I am going to order another package next spring. Also I want to know if you have the California poppy seeds, and also sweet william? I would appreciate a reply to that question as soon as convenient, for we are planning our next summer's flower garden this fall.

Yours truly,

Fraser & Son,
Pasadena,
Sacramento, Cal.
March 3, 1928.

Gentlemen:

Enclosed find \$1.00 for zinnias Orange 50¢ and Salmon Rose 50¢.

My plants from the \$1.00 package sent by mail last year, were beautiful. You will be pleased to know I took a farm bureau fair; first prize on mixed bouquet of yellow orange, Salmon Pink and the lavender from the mixed package; second prize on solid color Salmon Pink. Some measured 5 1/2 inches across.

Zinnias grow beautiful here, we have so much warm weather. Have you dwarf pompon zinnias? Please send seed soon, and oblige.

Yours truly,

Louisville, Ky.,
March 14, 1928.

Fraser & Son,
Dear Sirs-

A few days ago a lady here told me that she knew where to buy the best flower seed in the country. She said her neighbors raised zinnias last year that were as large as a saucer, and didn't even take any water of them, while she took the greatest pains to water and fertilize the soil and her zinnias were just medium. So I want to try some of those wonderful seeds myself, and see the results. This lady said she didn't have any idea of the prices, so I am enclosing \$1.00. I also want you to include sweet pea seed. I only have a small yard and do not need a whole lot of seed, so I think the money should cover all the charges.

As it is nearly time to plant the sweet pea seed I wish you would give this letter your immediate attention.

Thanking you for immediate return,

Yours truly,

Fraser & Son,
1000 East Colorado St.,
Pasadena, Cal.,

Gentlemen:

Several years ago I gathered some seed from zinnias grown in Andover, Mass., from your seeds.

I never had more beautiful flowers, and am anxious to procure seed from you another year.

Will you please send me your catalogue, and place me on your mailing list.

Very truly yours,

Paduach, Ky.,
August 16th, 1928.

Fraser & Son,
1000 Colorado Street,
Pasadena, California,
Gentlemen:

I want to speak a word for your California Seeds. I got my first seeds from you about five years ago, and such flowers as we raised. I never saw anything like the zinnias.

Last March, I bought some of your Dahlia seed, and thought you would like to know what luck I had. Well, I had as beautiful Dahlias as I have ever grown from roots, and such colors, some of which I never saw in a Dahlia before. Quite a few of the flowers were more than six inches through, and they grew roots the size of potatoes. I never thought that it was possible to do this from seed in one summer.

I am going to buy my seed for next spring from you personally, as we expect to be visiting in California soon.

Yours truly,

Davenport, Iowa,
November 22, 1928.

Durban,
Natal,
South Africa,

Fraser & Sons,
Dear Sirs:

You may be interested to know how pleased we have been with the success we have had from the seeds obtained from you last July. The Zinnias were especially beautiful, the colorings unusual. The wild flowers have been a joy, some of them growing to such height, about four feet that they could be used successfully in decoration in long sprays. Enclosing money order for £1 - 10, and trust that will cover the bill, but if not, please let me know.

Hoping for still greater success from the enclosed order, and thanking you for your promptness in executing our former order.

Yours very truly,

Fraser & Son,
Pasadena, Cal.-

Gentlemen:

I want you to know the pleasure I had with the \$1.00 worth of zinnia seeds I bought from you last spring.

I am not a gardener or florist - I plant flowers so I may have them for house and porch. So I planted the zinnias too thick. Inside of a week they were through the ground and so thick - not a seed failed - so I began to give my friends and neighbors zinnia plants. The first prize was at least ten people, and all had lovely flowers of beautiful colors.

My zinnias were beautiful. Most of the bushes were from four to five feet tall, and flowers were from two to four inches across, and I picked bushels of lovely blossoms.

Truly a well spent dollar.

Very truly,

Wheatley, Ont.
Canada.

The Fraser Seed Co.,
Pasadena,
California,

Dear Sirs-

I thought you might be interested in the result of growing zinnias from seed I purchased from you when in California last spring. We live in Detroit, but our summer home is in Canada. My zinnia bed is the admiration of all who see it. At the back of it, you can see the top of a bird bath, which stands three feet eight inches high. The first blooms of each plant measure five inches in diameter, and the plants stand six inches above the bird bath. There was no fertilizer used, but our soil is very good and we have had an exceptional season with just enough rain, so that watering was not necessary, and everything attained an unusual size.

Very sincerely yours,

(Photograph enclosed)

Fraser & Son,
1000 E Colorado St.,
Pasadena, Calif.,

Dear Sirs:

Last spring I took advantage of your zinnia offer, and it might interest you to know what success had been obtained from them. I shared in La Mesa last week, the flowers from your seeds were certainly the class of the show. Altogether your plants took five firsts, and among those, were all the big prizes. The first prize was an individual display of three, the largest single bloom in the class, best basket exhibit, best display of zinnias and the Sweepstakes. We have certainly been pleased with the gorgeous colors and the different shades. Under separate cover, I am sending you a program of the La Mesa "Festival" "De Las Flores", with the prizes in the zinnia section marked.

Trusting that the above may be of passing interest to your firm, I am,

Yours truly,

August 29th, 1928.
Calif.



Introducing Our
Latest Novelty
Zinnia
"The American Legion"